

**CONTRACT**

**WHNS-TV**  
**Meredith Corporation**  
**Fed ID 42-0410230**  
**21 Interstate Court**  
**Greenville, SC 29615**  
**(864)288-2100**

www.foxcarolina.com

And:

**Innovative Advertising LLC**  
**4250 Highway 22 Suite 7**  
**Manderville, LA 70471**  
**USA**

<b>Contract / Revision</b> 499664 /		<b>Alt Order #</b>
<b>Product</b> SD50 Campaign 10/23-30		
<b>Contract Dates</b> 10/23/12 - 10/30/12		<b>Estimate #</b> 1028
<b>Advertiser</b> Jim Davis SD50		<b>Original Date / Revision</b> 10/22/12 / 10/22/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WHNS	<b>Account Executive</b> Sales Local	<b>Sales Office</b> Local-WHNS
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
		<b>Total Ratings</b> 20.10
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WHNS	10/28/12	10/28/12	Fox News Sunday	Su 11-12p		:30				NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$95.00	1.60			
N 2	WHNS	10/28/12	10/28/12	Panthers Early Game	1-4p		:30				NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$2,200.00	9.50			
N 3	WHNS	10/28/12	10/28/12	Non Panthers late	358-730p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$2,000.00	6.50			
N 4	WHNS	10/23/12	10/30/12	M-F 10-11a	M-F 10-11a		:30				NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--				4	\$25.00	0.50			
	Week:	10/29/12	11/04/12	MT-----				1	\$25.00	0.50			
<b>Totals</b>										<b>20.10</b>		<b>8</b>	<b>\$4,420.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	7	\$4,395.00	\$3,735.75
10/29/12 -10/30/12	1	\$25.00	\$21.25
<b>Totals</b>	<b>8</b>	<b>\$4,420.00</b>	<b>\$3,757.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WHNS-TV	<b>Date:</b> 10/22/12
---	--------------------------

I, HEIDI GUERRA,

being/on behalf of: JIM DAVIS, a legally

qualified candidate of the REPUBLICAN political

party for the office of: STATE SENATE

in the GENERAL

election to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE	ATTACHED		

**Total Charges:** \$7,135 GROSS

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

N/A

I represent that the payment for the above described broadcast time has been furnished by:

DAVIS FOR NC SENATE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

DON SWANSON

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/22/12

Date

HEIDI GUERRA

Signature

***To Be Signed By Station Representative***

☐

Accepted

☐

Accepted in Part

☐

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title